Ably extends Confluent Cloud data pipelines to millions of user devices at the edge

Our everyday digital experiences are in the midst of a revolution. Customers increasingly expect their online experiences to be interactive, immersive, and realtime. The need to satisfy user expectations is driving the exponential growth of event-driven architectures in organizations of all shapes and sizes. Mobiles and IoT devices are the backbones of this change, further and faster, enabling users to have realtime experiences whenever and wherever they want.

Confluent Cloud for the public internet

In the realms of data streaming, Confluent Cloud has become the number one choice for many organizations. It's capable of handling and processing vast amounts of critical, time-sensitive event data. Now, when used in combination with Ably you can harness the power of Confluent Cloud to reliably service millions of client devices over the public internet.

A serverless WebSockets platform designed for pub/sub messaging at the edge

For many engineering teams the effort needed to build and maintain a public internet-facing pub/sub messaging layer, between Confluent Cloud and end-users, takes time and focus away from their core business. That's why organizations depend on Ably's platform to offload the growing complexity of business-critical realtime data distribution at global scale. With Ably you benefit from an enterprise-grade serverless WebSockets platform designed for pub/sub messaging at the edge. No wasted time reinventing the realtime wheel. No complex global infrastructure to debug after a 4am page. No optimization or scope creep headaches.

THE ABLY CONFLUENT CLOUD ADVANTAGE

- Leverage your existing Confluent investment

- Stream data to millions of end-users on the Internet at speed, without worrying about infrastructure

- Extend your Confluent deployment outside your private network

- Create a seamless experience for end-users at the edge with data integrity, exactly once semantics & guaranteed ordering

- Increase engineering team velocity with SDKs & simple to manage APIs

- Skip the 3am pager duty calls with a dependable system architecture

Complementary event driven services

We complement your Confluent Cloud deployment perfectly. Both Ably and Confluent Cloud are event-driven pub/sub solutions, sharing similar guarantees, messaging semantics, and characteristics.

Whilst Confluent Cloud enables you to process your event data in a fast, highly available and scalable way inside your network. Ably provides the same guarantees and capability when distributing Kafka data to millions of connected devices at the edge.

CONFLUENT	Ably
Designed for data streaming, across backend (micro)services.	Designed for last mile data delivery to web, mobile, and IoT clients at the edge
Scalable clients	Very high & rapidly changing number of end-user devices
Streaming platform: • high throughput • low latency • high concurrency • fault tolerance and durability • guaranteed delivery • message ordering*	Distributed pub/sub system: • high throughput • low latency • high concurrency • fault tolerance and durability • guaranteed delivery • message ordering

* depends on architecture

Common use cases for extending Confluent Cloud to the edge with Ably

- ✓ Stock quotes and financial transactions
- ✓ Alerts to on-duty front-line workers
- ✓ Notifications to consumers
- ✓ Disaster and crisis communication
- ✓ eSports and match updates
- ✓ Realtime bidding and betting
- ✓ Mass personalization

Easy integration with the Ably Kafka® Connector

The Ably Kafka Connector is a sink connector built on top of Kafka Connect. It provides a ready-made integration enabling data from Kafka topics to be published into Ably with ease and speed. Events are then distributed in realtime to web, mobile, and IoT clients over feature-rich, multi-protocol pub/sub Ably channels optimized for last-mile delivery. You can install the connector using the Confluent Hub Client or manually on Confluent Platform. Alternatively deploy it locally using Docker.

We also provide a Kafka rule that makes it easy to stream messages, occupancy, channel lifecycle, and presence events from Ably into Kafka, at scale. You can configure the Kafka rule through your account dashboard, or programmatically, by using our Control API.

Event distribution from Confluent Cloud to users via Ably
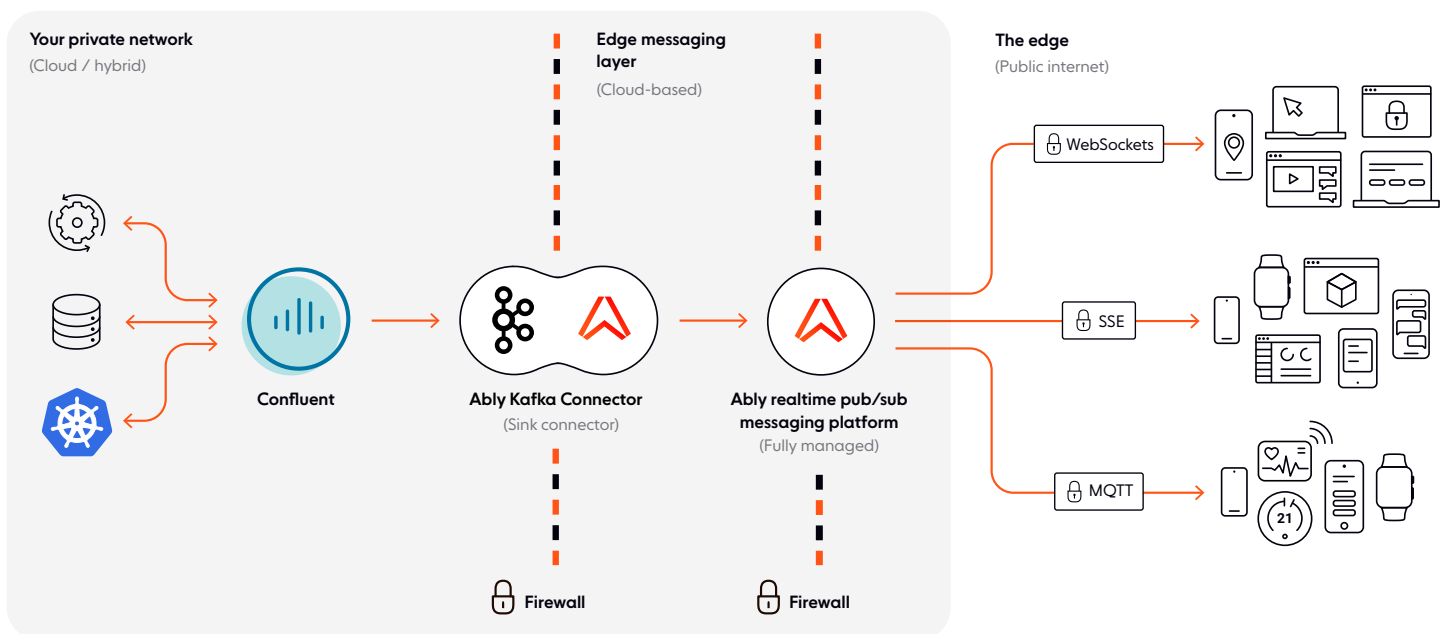
About Ably

Ably is the only Serverless WebSocket platform delivered at the Edge that can reliably power the realtime applications and live experiences users love and expect with reduced cost, complexity, and time to go-live.

There's no infrastructure to provision or manage, just an evolving suite of SDKs and APIs that give you the freedom and flexibility to power shared live experiences with a few lines of code. Our mathematically modeled system design provides a global edge network that brings users closer to your app; unique data ordering and delivery guarantees ensure a seamless end-user experience; a legitimate 99.999% uptime SLA is underpinned by fault tolerant infrastructure; and instant elasticity enables effortless scale.

Brands like HubSpot, Toyota, and Webflow trust Ably to power shared live experiences like business-critical chat, order delivery tracking, or document collaboration for millions of simultaneously connected devices around the world.